

Z.O.M.O.

Zelle® or Miss Out!

So... your FI isn't in the Zelle Network®?
Do you even **do** digital banking, boss?

With Zelle®, your FI can increase digital banking engagement and cross-selling opportunities—and you (and your customers) can stop missing out.

FUN FACTS:



When sending someone money, having the person receive it instantly is **very important to 67% of U.S. consumers** sending P2P payments.¹

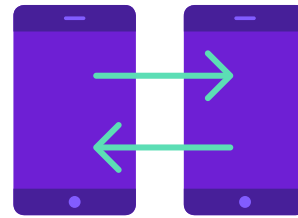


Zelle® users had **significantly higher levels of engagement** with their FI compared to consumers who didn't use Zelle®.²

FUN FACTS:



Nearly **80% of consumers say instant payments are the most important feature** their bank could offer.³



As consumers reduce use of cash, **their projected mobile P2P transaction value will grow by over \$2,000** through 2027.⁴

WANT THE CURE FOR Z.O.M.O.?

Visit [P2P Payments with Zelle® | Early Warning](#) to learn more.

- 1 Datos (AiteNovarica), [The U.S. P2P Payments Market: Surprising Data Reveals Banks Are Missing the Mark](#), June 2023
- 2 Curinos Report, [Zelle® Usage Drives Customer Engagement](#), December 2022
- 3 EPAM, [Consumer Banking Report 2024](#), February 2024
- 4 Insider Intelligence, [Mobile P2P Payments Forecast 2023](#), June 2023